

The purpose of this section of the study is to delineate the retail trade area of the Central Business District and to analyze economic factors of the town and trade area that influence the business district. Past and present trends of population, employment, and income in the trade area were studied in relation to retail sales.

RETAIL TRADE AREA - (Area of Economic Influence)

The growth of the Central Business District is dependent upon a number of factors but one of the most important is the economy of the retail trade area. The retail trade area, delineated in the Zebulon Land Development Plan report, encompasses an area from which the town merchants may expect to draw over 50 percent of the potential retail trade.

Larger cities such as Raleigh can provide a greater selection and price range of goods. As a result, their trade areas encompass smaller towns such as Zebulon. An indication of the magnetic effect of the larger business areas is that some of the customers living in the Zebulon trade area do all or part of their shopping in Raleigh.

When the state ratio of personal income spent on retail sales ^{1/} is compared with comparable figures for the retail trade area delineated, a little over 50.2 percent of the sales potential in the retail trade area is received in Zebulon.

^{1/} Computed by dividing state income by state sales equals ratio (67 percent).